

Curriculum Vitae

GARY SCHWITZER

Independent health journalist
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1. Biographical Data

Higher Education

Bachelor of Arts in School of Speech, magna cum laude May 1973
Marquette University (broadcast journalism)

Professional and Academic Positions

News writer, film editor, general assignment reporter May 1972 – September 1973
WTMJ AM-FM-TV, Milwaukee, WI

- Progressed from intern to writer to film editor to radio-TV news reporter for WTMJ radio and television stations (24th largest market in the U.S. at that time).

Medical reporter September 1973 – December 1975
WTMJ AM-FM-TV, Milwaukee, WI

- Promoted to medical reporter at a time when there were only a half dozen such fulltime beat reporter positions in local TV news in the U.S.

Medical reporter, WFAA-TV, Dallas, TX January 1976 – June 1979

- Responsible for daily reporting of medical news for this top-rated station, historically one of the top local news departments in the country.

Chief, TV/Radio News June 1979 – June 1981
American Heart Association national center, Dallas, TX

- Helped create the Association's first in-house television and radio production capability. Wrote about cardiovascular research topics in scientific news releases.

Assistant Director, Office of Communications June 1981- June 1983
American Heart Association national center, Dallas, TX

- Responsibilities included media relations, producing a cardiovascular videotape library available to TV stations nationwide, managing production of public service announcements, and assisting AHA affiliate offices throughout the U.S. in their communications projects.

General assignment reporter June 1983 – December 1983
Cable News Network, Dallas, TX (Southwest Bureau)

- Covered Texas, Louisiana, Arkansas, and Oklahoma. Covered three NASA space shuttle missions at Johnson Space Center in Houston.

Medical news correspondent January 1984 – December 1990
Cable News Network (CNN), Atlanta, GA

- Medical news unit producer and correspondent in CNN's Atlanta headquarters. Managed a staff of ten in Atlanta and Washington, D.C. bureau. My unit produced two news stories per day, a weekly half-hour program, and four 30 - 60 minute documentaries per year.

Production director/producer January 1991 – December 1999
Foundation for Informed Medical Decision Making
Dartmouth Medical School, Hanover, NH

- Production director and producer of a library of pioneering programs used by health care providers, institutions and consumers throughout the U.S. and in several other countries. Programs helped health care consumers learn about, and decide among, alternative treatment options for many health conditions.

Editor-in-Chief January 2000-September 2001
MayoClinic.com website, Rochester, MN

- Founding editor responsible for launching a new award-winning consumer health information website. Recruited and supervised a team of 30 editorial and production staff, while also overseeing the efforts of 30 physician contributors. Responsible for design, strategy, editorial direction of the new site. Introduced first free on-line delivery of decision support tools.

Assistant Professor August 2001- May 2007
Associate Professor May 2007 – May 2010
School of Journalism and Mass Communication, University of Minnesota-Twin Cities

Director of Graduate Studies, health journalism M.A. program May 2005- January 2009
School of Journalism and Mass Communication, University of Minnesota-Twin Cities

Independent journalist, blogger & publisher, HealthNewsReview.org June 2010 - present

2. Scholarship/Creative Activity

Creative works

- Producer of Shared Decision-making Programs on benign prostatic hyperplasia, prostate cancer screening, prostate cancer treatment, early-stage breast cancer surgery decision, early-stage breast cancer adjuvant therapy decision, low back pain – herniated disk, low back pain – spinal stenosis, mild hypertension, advance directives, and a special production entitled “The Informed Health Care Consumer.” Foundation for Informed Medical Decision Making based at Dartmouth Medical School, 1991- 1999.
- Executive producer of three Health Decision Guides on early-stage breast cancer, on otitis media and on anterior cruciate ligament knee injuries. MayoClinic.com website, 2001.
- Producer of Health Decision Guide on adjuvant therapy for early-stage breast cancer. MayoClinic.com website, 2002. This online tool was the first to use multimedia storytelling and offer tailored prognostic data. Current version available at: <http://www.mayoclinic.com/health/breast-cancer-treatment/AT99999>
- Creator and Publisher of <http://HealthNewsReview.org> website, launched April 17, 2006. It is the first systematic audit and feedback mechanism that rates U.S. health/medical news coverage. Collaborators come from the faculties of Harvard, Duke, North Carolina, Johns Hopkins, UCLA, the University of Newcastle (Australia) and the University of Victoria (British Columbia) and elsewhere.
- On HealthNewsReview.org, I now post about 200 reviews of health news stories each year. In all, we have posted more than 1,100 reviews. This is daily applied research and daily publishing wrapped into one project. In 2009, I also published nearly 300 entries on my blog which has been moved onto the HealthNewsReview.org site. This is similar to publishing a daily newspaper column.

Professional reviews of my recent creative works

- “Site looks for ‘sick’ health stories.” *Editor & Publisher*. June 2006: 9
- *BMJ* (formerly the *British Medical Journal*), July 8, 2006. (*BMJ* 2006;333:102)
- “Grading the Nation’s Health Care Coverage,” CBS Public Eye website. July 2, 2006. Available at <http://www.cbsnews.com/blogs/2006/07/06/publiceye/entry1781862.shtml>
- “The Whole Story,” *Minnesota Medicine*. November 2007. Available online at: <http://www.minnesotamedicine.com/CurrentIssue/PulseStoryNovember2007/tabid/2338/Default.aspx>
- The editors of the journal PLoS Medicine wrote:

"Schwitzer's alarming report card of the trouble with medical news stories is thus a wake-up call for all of us involved in disseminating health research—researchers, academic institutions, journal editors, reporters, and media organizations—to work collaboratively to improve the standards of health reporting."

- The Canadian Medicine blog said:

"University of Minnesota journalism professor Gary Schwitzer is one of the most astute and intelligent critics of misleading, erroneous and fear-mongering health reporting." <http://www.canadianmedicineneeds.com/2008/02/why-does-media-muck-up-health-coverage.html>

- A story in the Seattle Times said:

"Schwitzer is one of the country's leading authorities on what's right and wrong about health coverage in the media."
http://www.seattlepi.com/health/310680_condor09.html

- My blog was voted as 2009 Best Medical Weblog on the Medgadget.com website.
http://www.medgadget.com/archives/2010/02/2009_medical_weblog_awards_sponsored_by_epocrates_meet_the_winners.html

- William Heisel, journalist and Pulitzer Prize finalist, wrote:

"Gary Schwitzer is the professor that health reporters fear. With the creation of HealthNewsReview.org, he has brought back nightmares of having your work marked up in red and posted on a corkboard for everyone to see." (<http://www.reportingonhealth.org/blogs/qa-gary-schwitzer-people-need-fewer-hot-fudge-sundaes-their-health-report>)

- The top-rated KevinMD.com blog wrote:

"Journalism professor Gary Schwitzer is the foremost health media watchdog, with his organization rigorously monitoring the health content of major media." (<http://www.kevinmd.com/blog/2009/08/network-morning-news-shows-emerging-public-health-threat.html>)

- MinnPost.com column referred to my HealthNewsReview.org project as "indispensable to consumers & journalists"
http://www.minnpost.com/healthblog/2009/08/04/10662/u_reviews_find_dangerous_pattern_in_morning_shows_health_coverage

- Columbia Journalism Review, "The High Cost of Health Care: Do journalists deserve some of the blame?" June 17, 2008. Available at:
http://www.cjr.org/campaign_desk/the_high_cost_of_health_care.php

Excerpt: “Schwitzer’s project is particularly relevant in light of the presidential campaign. Its substantial database of stories, illustrating the need for better information about the pros and cons of such medical interventions, offers a fresh opening for reporters to dig into a larger issue that has barely emerged so far in the campaign: Should there be an independent agency established by the government to review the evidence for new medical technology and judge whether it is worth the money being spent on it? In other words, should there be an agency that makes sure we get our money’s worth?”

- My blog has been rated as high as the 9th most influential health blog by Wikio - <http://www.wikio.com/blogs/top/health>.
- Named as one of 50 Top Public Health Blogs – <http://mastersinhealthscience.com/2010/top-50-public-health-blogs/>
- By the end of 2009, my blog became the most active (most entries) out of nearly 9,000 blogs on the UMN campus hosted by the UThink system.
- My Twitter account was listed among 22 of the “most popular and influential professors on Twitter.” <http://www.onlineschools.org/2009/08/18/top-100-twitterers-in-academia/>
- Listed by *Scientific American* as “one of the folks we follow on Twitter.” <http://bit.ly/5zd7Qe>

Published Book Chapter (refereed)

Schwitzer, Gary (2005). “Why journalists struggle with the chronic illness story.” In Robert L. Kane, Reinhard Priester & Annette M. Totten (Eds.), *Meeting the Challenge of Chronic Illness*. The Johns Hopkins University Press. pp. 239-251.

Published articles in peer-reviewed journals (sole author in each case)

The magical medical media tour. *Journal of the American Medical Association*. 1992;267(14):1969-1971. (Archived at: <http://www.healthnewsreview.org/pdfs/MagicalMedicalMediaTour.pdf>)

Conveying public health surveillance data effectively. *MMWR - Morbidity & Mortality Weekly Report*. 1992;41:Suppl:149-51.

A review of features in Internet consumer health decision-support tools. *Journal of Medical Internet Research*. 2002;4(2): E11. (available at: <http://www.jmir.org/2002/2/e11/index.htm>).

How the media left the evidence out in the cold. *British Medical Journal*. 2003;326:1403-4. Available at: <http://bmj.com/cgi/content/full/326/7403/1403>

Ten troublesome trends in television health news. *British Medical Journal*. 2004;329:1352. Available at: <http://bmj.bmjournals.com/cgi/content/full/329/7478/1352>

A statement of principles for health care journalists. *American Journal of Bioethics*. 2004;4(4):W9-13. Available at: http://www.ajobonline.com/journal/j_articles.php?aid=663

What are the roles and responsibilities of the media in disseminating health information? Schwitzer,G.; Mudur,G.; Henry,D.; Wilson,A.; Goozner,M.; Simbra,M.; Sweet,M.; Baverstock,K.A. *Public Library of Science Medicine*. 2005;2(7): e215.
(sole author in this series of articles addressing a common theme; citation reads as above)
Available at:
<http://www.plosmedicine.org/article/info:doi/10.1371/journal.pmed.0020215>

Revealed: the stories that broadcasters did not want to cover. *BMJ* (formerly the British Medical Journal). 2005;331:1089. Available at:
<http://www.bmj.com/cgi/content/extract/331/7524/1089>

HealthNewsReview.org: criteria for excellence in health and medical journalism. *Virtual Mentor*. 2007; 9:225-228. Available at: http://www.ama-assn.org/ama1/pub/upload/mm/384/medsoc3_17291.pdf.

How Do US Journalists Cover Treatments, Tests, Products and Procedures: An Evaluation of 500 Stories. *PLoS Medicine*, May 2008, 5, e95. Available at: <http://www.plosmedicine.org/article/info:doi/10.1371/journal.pmed.0050095>

The Future of Health Journalism. Public Health Forum. Volume 18, Issue 3, September 2010, Pages 19.e1-19.e3. *Gesundheit in den Medien*. Available at: <http://dx.doi.org/10.1016/j.phf.2010.06.012>

Selected publications in professional and specialized journalistic outlets (sole author of each)

Diagnosing the ills of TV medical news – with a prescription. *ScienceWriters*. (National Association of Science Writers newsletter). 1992; 40(2).

Doctoring the news: miracle cures, video press releases, and TV medical reporting. *The Quill*. 1992;80(9):19-22. (Archived at: http://www.healthnewsreview.org/article1_doctoring_the_news.php)

Are machines driving public demand? News media coverage of medical technology. *Internist*. 1992;33(9):15-8.

Shared decision-making programs: innovative videos help patients and providers. *Managed Care Medicine*. 1995;2(6).

Seven words you shouldn't use in medical news. *MayoClinic.com*. February 1, 2001. Archived at: http://www.healthnewsreview.org/article2_7_words_not_to_use.php

Merely lights and wires? *Minnesota Medicine*. 2003;86(4):16-19. Archived at: <http://www.healthnewsreview.org/pdfs/MerelyLightsandWires.pdf>. (Re-printed in *Association of Health Care Journalists HealthBeat newsletter*. 2003;5(4): 8-9.)

Cloning announcement spawns ethical debate. *The Bulletin of the University of Minnesota Silha Center for the Study of Media Ethics and Law*. Winter 2003. Available at: <http://www.silha.umn.edu/winter2003.htm>

How the media left the evidence out in the cold. *Association of Health Care Journalists HealthBeat newsletter*. 2003;5(3):1, 8-9.

Twin Cities TV health news: on the road to irrelevance? *Minnesota Health Care News*. 2004; 2(7): 12-13, 34. Archived at: http://www.healthnewsreview.org/article3_tv_health_news.php

Time to put *miracle* on ice. *Minnesota Medicine*. 2004; 87(7): 46. Archived at: http://www.healthnewsreview.org/pdfs/July2004_TimeToPutMiracleonIce.pdf

"Doc, I saw this on the news last night.": A study on health care news reporting. *Minnesota Physician*. 2004; 18(7): 1, 10, 11, 38.

Association of Health Care Journalists Statement of Principles. *HealthBeat: The Newsletter of the Association of Health Care Journalists*. 2004;6(3):1,4,5.

Beyond Cures, Breakthroughs, and News Releases: Ideas for Covering Health & Medicine. *Poynter Institute website*. March 1, 2005. Available at: http://poynter.org/content/content_view.asp?id=78806&sid=2

TV Medical Reporters – Puppets and Pros. *Columbia Journalism Review Daily*. June 28, 2005. Available at: http://www.cjrdaily.org/behind_the_news/tv_medical_reporters_puppets_a.php

Commercialism in TV Health News. *Poynter Institute website*. July 25, 2005. Available at: http://www.poynter.org/content/content_view.asp?id=85652

"Unhealthy Advocacy: Journalists and Health Screening Tests," published as Centerpiece article on Poynter.org, May 14, 2007. Available at: <http://www.poynter.org/column.asp?id=101&aid=123044>

Misplaced priorities in health news coverage. The American Editor (American Society of Newspaper Editors). November, 2007. Available at:
<http://tae.asne.org/Default.aspx?grm2id=176&tabid=65>

Is this test really necessary? Star Tribune, February 28, 2008. Available at:
<http://www.startribune.com/opinion/commentary/16090637.html>

Science Journalists Cross the Line. The Daily Beast, October 28, 2008. Available at:
<http://www.thedailybeast.com/blogs-and-stories/2008-10-28/science-journalists-cross-the-line/>

Changing the Drumbeat of Typical Health Reporting The Nieman Foundation for Journalism at Harvard, Nieman Reports, Spring 2009. Available at:
<http://nieman.harvard.edu/reportsitem.aspx?id=100954>

The State of Health Journalism in the US. White Paper For The Kaiser Family Foundation, March, 2009. Available at: <http://www.kff.org/entmedia/7858.cfm>

Network TV Morning Health News Segments May Be Harmful To Your Health. Schwitzer Health News Blog. August 2009. Available at:
<http://www.healthnewsreview.org/blog/2009/08/network-tv-morning-health-news-segments-may-be-harmful-to-your-health.html>

Roswell Park's Prostate Club omits vital information. Editorial. Buffalo News. October 22, 2009. <http://www.buffalonews.com/149/story/835490.html>

Ten Things That Stand Out From The Mammography Week To Remember (Forget?). Schwitzer Health News Blog. November 23, 2009. Available at:
<http://www.healthnewsreview.org/blog/2009/11/10-things-that.html>

Ten Trends in Health Care Journalism Going Into 2010. Schwitzer Health News Blog. December 31, 2009. Available at:
<http://www.healthnewsreview.org/blog/2009/12/10-trends-in-health-care-journalism-going-into-2010.html>

Refereed Conference Papers

Kentucky Conference on Health Communication. April 20, 2002. Lexington, Kentucky. "Improving the Web's patient decision-making tools."

Foundation for Accountability and U.S. Agency for Health Research and Quality Annual Conference. May 15, 2002. Washington, D.C. "Do we know what works in online decision support?"

American Society for Bioethics and Humanities spring conference. March 12, 2004. San Antonio, Texas. "Establishing a code of ethics/statement of principles for a professional health journalists organization."

Broadcast Education Association 2004 convention. April 17, 2004. Las Vegas, Nevada. Scholar-to-scholar competitive poster session. "An analysis of the accuracy and impact of health and medical news presented in local television news."

Kentucky Conference on Health Communications. April 21, 2006. Lexington, Kentucky. "HealthNewsReview.org – a web-based systematic review and feedback mechanism analyzing U.S. health news coverage."

New Media Research at UMN: An Interdisciplinary Conference on New Media and Internet Studies. Minneapolis. September 14-15, 2006. "HealthNewsReview.org: Five Months of Experience With an Online Health News Tracking and Evaluation System"

Other Academic Conference Activities

- Panelist. *Cataclysm Conference: UMN Center for the Study of Large-Scale Disaster*, in affiliation with the School of Public Health and the Minnesota Journalism Center. June 13, 2003.

- Panel Organizer & Moderator. *Broadcast Education Association* convention. "Health News: Beyond Fluff, Between Scares and Breakthroughs." April 16, 2004. Las Vegas, Nevada.

- Panel Organizer & Moderator. *Broadcast Education Association* convention. "Creeping commercialism in TV news." April 21, 2005. Las Vegas, Nevada.

- Speaker. Delivered Grand Rounds to Veterans Administration Medical Center. "TV News: All the Wrong Stuff." Minneapolis, MN. May 13, 2005

- Speaker, 2007 FOCUS conference, an international conference on public trust and research in humans. "Misplaced Priorities in the Coverage of Health and Medical News." Ottawa, Ontario. June 2007.

- Speaker, Foundation for Informed Medical Decision Making annual medical editors meeting. Jackson Hole, Wyo. July, 2007.

- Presenter, Recent Research on Mass Communication symposium. UMN SJMC. October 12, 2007.

- Participant in a forum hosted by the UMN Center for German & European Studies on May 19, 2008, "American & German Health Care: Health Technology Assessment and Health Care For All."

- Panelist for the Robert Wood Johnson Foundation's Healthy Eating Research annual meeting at the Saint Paul Hotel on October 16, 2008.

- Speaker, Robert Wood Johnson Foundation's Substance Abuse Policy Research Program annual meeting, Tucson AZ. December 15, 2008.
- Association for Education in Journalism & Mass Communication conference, Boston, August 2009: panel member speaking about HealthNewsReview.org
- Speaker, Medicine 2.0 conference, Toronto, September, 2009.
- Speaker, Foundation for Informed Medical Decision Making Winter Medical Editors meeting, Washington, DC, January 2010.
- Presentation to Foundation for Informed Medical Decision Making Annual Research & Policy Forum, Washington, DC , January 2010.
- Presentation to Salzburg Global Seminar, “The Greatest Untapped Resource in Healthcare? Informing and Involving Patients in Decisions about Their Medical Care.” December 2010.

Invited lectures and presentations to professional conferences

- Speaker. *American Medical Association Health Reporting conference*. Denver. October, 1989.
- Speaker. *American Medical Association Health Reporting conference*. Atlanta. October, 1991.
- Speaker. *Annenberg Health Communication Forum*, The Annenberg Washington Program in Communications Policy Studies of Northwestern University. Chicago, IL. February 8, 1994.
- Speaker. *Partnerships for Networked Health Information for the Public conference* sponsored by the U.S. Department of Health and Human Services, Public Health Service. “Technology for health decision making.” Rancho Mirage, CA. May 15, 1995.
- Speaker. *Association of Health Care Journalists* inaugural conference. “Solo and connected: developing your career.” Chicago, IL. May 5, 2000.
- Speaker. *Health Sciences Communication Association* annual meeting. “The wild west of the internet.” Asheville, NC. July 1, 2000.
- Panelist. *Association of Health Care Journalists* national conference. “Quality of Care: Getting a Handle on a Big Issue” Bethesda, MD. April 2002.

- Panelist. *Express Scripts Outcomes Conference*. “The Politics of Pharmaceuticals: Who's Caught in the Crossfire?” St. Louis, MO. June 2002.
- Moderator. *Foundation for Accountability* online forum. “Empowering Patients Online,” June 18-20, 2002.
- Speaker. *Association of Health Care Journalists* national conference. “Balance or ballyhoo in coverage of new drugs?” San Francisco, CA. March 2003.
- Speaker. *American Medical Association Health Reporting conference*. “How to tell the story of medical outcomes research in TV news stories.” San Francisco, CA. April, 2003.
- Speaker. *National Institutes of Health* symposium, “Medicine in the media: The challenge of reporting on medical research.” Bethesda, MD. June 8 – 10, 2003.
- Moderator. *UMN Center on Aging Summer Institute*. Panel on news coverage of chronic illness. Minneapolis. June 5, 2003.
- Speaker. *Association of Health Care Journalists* national conference, Minneapolis. March 27-30, 2004. “Ten troublesome trends in TV health news.”
- Moderator & discussant. *Association of Health Care Journalists* national conference, Minneapolis. March 27-30, 2004. “Health policy news coverage on TV.”
- Speaker. Summer conference of the *Minnesota Health Strategy and Communications Network*. “Health News 2005: What Separates Us From Snake Oil Salesmen?” Minneapolis, MN. July 21, 2005.
- Speaker. University of Southern California Annenberg School for Communication/California Endowment Health Journalism workshop. “Disentangling health news.” San Diego, CA, August 12-14, 2005.
- Moderator. Minnesota Public Health Association workshop panel. “Value Systems, Science and Reproductive Health Care.” Minneapolis, MN. October 5, 2005.
- Speaker. Society of Professional Journalists national convention. “Improving Health and Medical Journalism.” Las Vegas, Nevada. October 17, 2005.
- Discussant. Kaiser Permanente Institute for Health Policy roundtable on public understanding of and attitudes toward medical technology. San Francisco, CA. November 10, 2005.
- Conference planner, panelist and workshop instructor. American Medical Association Medical Communications Conference. “Grading Health Care News.” Phoenix, Arizona. April 6-8, 2006.

- Panelist. 25th session of Minnesota Health Care Roundtable. “Health care marketing: appropriate standards for diverse initiatives.” Minneapolis, MN. April 19, 2006.
- Speaker. National Breast Cancer Coalition annual meeting. “Do the Media Get the Breast Cancer Story Right?” Washington D.C. April 30, 2006.
- Speaker, National Institutes of Health workshop for journalists, “Medicine in the Media: The Challenge of Reporting on Medical Research.” His session was called “Breakfast with Gary: Rating the Media.” Dartmouth Medical School, Hanover, NH. July 1, 2006.
- Panelist, UMN Medical School lecture-discussion, “The First Face Transplant: Clinical, Ethical and Media Perspectives.” December 7, 2006
- Speaker, Association of Health Care Journalists national conference, “What have we learned from grading health news?,” Los Angeles, March 16, 2007.
- Speaker, Midwest Journalism Conference/regional Society of Professional Journalists conference, “Misplaced priorities in health/medical news,” March 24, 2007.
- Speaker, American Medical Association Medical Communications Conference. “One Year’s Worth of Data on HealthNewsReview.org.” Tampa, FL, April 13, 2007.
- Organizer and moderator. “The Medical Arms Race: health policy, news coverage and public relations.” UMN McNamara Alumni Center. March 24, 2008.
- Speaker, California Endowment/USC Annenberg Health Journalism Fellows in Los Angeles on February February 29, 2008.
- Speaker, National Breast Cancer Coalition in Washington, DC on April 27. 2008, “Rating the media: How well is breast cancer reported?”
- Speaker, Association of Health Care Journalists Chicago chapter meeting at Northwestern University’s Medill Newsroom, “Overcoming the hurdles: How to write accurate medical stories,” May 28, 2008
- Speaker, Association of Health Care Journalists San Francisco chapter meeting at San Francisco Chronicle newsroom, October 14, 2008
- Speaker, annual meeting of the Association of American Medical Colleges in San Antonio on November 1, 2008.
- Speaker, Association of Health Care Journalists Philadelphia chapter meeting at The University of the Sciences, November 17, 2008

- Participant, invitation-only health bloggers seminar, *Consumer Reports*, Yonkers, NY. January 2009.
- February 2009: lunch keynote speaker at Annual Policy & Research Forum of Foundation for Informed Medical Decision Making in Washington, DC
- March 2009 returned to Poynter Institute, St. Petersburg, FL, to complete year term as Poynter Ethics Fellow
- Moderator/panelist at three sessions of Association of Health Care Journalists annual national conference in Seattle April 16-19, 2009.
- April 2009, featured speaker for Town Hall Forum “Fever Pitch: Does health news reporting leave consumers out in the cold?” co-hosted by Minnesota Society of Professional Journalists, Silha Center, Minnesota News Council
<http://www.mnspj.org/2009/04/03/town-hall-meeting-april-30/>
- May 2009, speaker for University of Minnesota Center for Bioethics seminar series
- May 2009, led workshop for NY chapter of Association of Health Care Journalists
- May 2009, led two days of discussions/workshops at Consumer Reports
- May 2009, met with editorial staff at Scientific American and American Journal of Nursing
- May 2009, conducted webinar for National Association of Children’s Hospitals and Related Institutions (NACHRI)
- June 2009, Featured speaker for “Health Care & The News” event with LifeScience Alley & MN News Council. Details at:
http://www.lifesciencealley.org/programs_events/detail.aspx?id=383
- June 2009, Speaker at NIH Medicine in the Media workshop in Potomac, MD. Details at: http://medmediacourse.nih.gov/02_agenda.html
- July 2009, Featured speaker, MedPageToday.com annual meeting, Florham Park, NJ
- July 2009, Spoke to Fairview/University Medical Center ethics committee
- July 2009, Meeting with American Society of News Editors president and Milwaukee Journal-Sentinel editor Marty Kaiser to plan ASNE health journalism training for editors
- August, 2009, Workshop at Society of Professional Journalists national convention, Indianapolis

- September 2009, Panel member, Buyers Health Care Action Group annual meeting media discussion
- Speaker, Blog World Expo, Las Vegas, October 2009
- October, 2009, Featured speaker, health journalism seminar, Universitat Pompeu Fabra, Barcelona, Spain
- November 2009, Speaker, Wissenswerte health journalism seminar, Bremen, Germany
- November 2009, Lunch keynote speaker, America's Health Insurance Plans annual meeting, Chicago.
- December 2009, Speaker, MIT Evidence Boot Camp for Journalists, Cambridge, MA.
- January 2010, Presentation to StratisHealth Board of Directors (Stratis is Minnesota's Quality Improvement Organization under contract with CMS)
- March 2010, Invited speaker at US Agency for Health Care Research & Quality seminar, "First Do No Harm."
- Panel member for Radio-Television Digital News Association convention on improved health journalism, April 12-13, 2010, Las Vegas.
- April 2010, Led workshop on how to report on studies at Association of Health Care Journalists national conference in Chicago
- May 2010, Speaker, Institute for Clinical Systems Improvement Colloquium, St. Paul.
- May 2010, Organized and spoke at workshop for members of American Society of News Editors in partnership with Foundation for Informed Medical Decision Making, Boston
- May 2010, Panel member at National Breast Cancer Coalition annual conference, Washington, DC
- July 2010, Spoke to Tufts Summer Institute on Web Strategies for Health Communication, Boston
- September 2010, Spoke to general internal medicine department and to MD-MPH students at University of North Carolina-Chapel Hill
- October 2010, Spoke to University of Missouri Health Policy Summit
- November 2010, Spoke to National Cancer Institute Inter-American Workshop for Scientific Journalism, Rio de Janeiro.

- November 2010, Spoke to Northwest Science Writers Association, Seattle and to Institute for Health Metrics & Evaluation, University of Washington

3. Professional volunteer activities

Service on national level to professional industry or organizations

- Judge for National Association of Science Writers 2001 Science-in-Society journalism award competition.
- Reviewer for Robert Wood Johnson Foundation white paper, “e-Patients, Online Health, and the Search for Sustainable Healthcare”. December 2002.
- Judge for New York chapter of National Academy of Television Arts & Sciences 2003 media awards.
- Member, Board of Directors, Association of Health Care Journalists. Elected to consecutive two-year (2001-2005) terms.
 - Editor of AHCJ newsletter, *Healthbeat*, 2003-2004.
 - Author of AHCJ statement of principles, 2004.
 - Member of 2004 conference planning/program committee.
 - Member of committee exploring regional conferences, 2003.
 - Member of membership committee, 2002-3.
 - Named to head new AHCJ advocacy/Freedom of Information group, 2004.
 - Member of planning/screening committee for AHCJ’s first media awards competition, 2005.
- Advisory board member for the American Medical Association’s 26th annual Medical Communications Conference (April 6-8, 2006, Phoenix).
- Spoke to 2006 fellows of the World Press Institute for their “Focus on U.S. Health Care” module in the four-month WPI fellowship The WPI fellows are journalists from Australia, Brazil, China, the Czech Republic, Georgia, Liberia, Myanmar, Papua New Guinea, Senegal and Spain. August 15, 2006.
- Spoke to five Indonesian journalists, guests of the Minnesota International Center, about news media ethics. September 28, 2006.
- Spoke to 2008 fellows of the World Press Institute
- Reviewer of grant policies for Robert Wood Johnson Foundation, 2008.

- Seminars, workshops, presentations for journalists: Association of Health Care Journalists (AHCJ) chapters in Chicago, San Francisco and Philadelphia; Evidence-based medical journalism bootcamp at MIT, 2008
- Seminars, workshops, presentations for journalists: Association of Health Care Journalists (AHCJ) national conference in Seattle; AHCJ chapter in New York; Minnesota News Council-MN SPJ town hall forum; editorial staffs of Consumer Reports, American Journal of Nursing, MedPage Today; National Institutes of Health Medicine in the Media workshop, Society of Professional Journalists national conference; Evidence-based medical journalism boot camp at MIT, 2009
- Editorial reviewer for these academic journals:
 - Health, Education & Behavior
 - American Journal of Nursing
 - PLoS Medicine
 - Open Medicine
 - Health Expectations
- Wrote “How to Report on Medical Studies” – a guide commissioned by the Association of Health Care Journalists (AHCJ) for all its members. To be distributed in 2010 to all AHCJ members.

Memberships in professional or academic organizations

National Association of Science Writers	1989-2005
Association of Health Care Journalists (elected to Board of Directors in 2001; re-elected in 2003)	since 2000
Society of Professional Journalists	since 2000
Broadcast Education Association	2002-2010
American Society for Bioethics and Humanities	2003- 2004
Association for Education in Journalism & Mass Communication	2007-2010
Society for Participatory Medicine	2010 - present

Service on state or local level to professional or student groups

- Consultant to MayoClinic.com consumer health website. September 2001 – June 2002.
- Member of planning committee for Minnesota Journalism Center workshop,

"Journalism and Bioterrorism: Building a Foundation for Accurate and Ethical Coverage," December 10, 2001. I was also a speaker at the workshop.

- Host for first in series of Museum of Television & Radio satellite teleconferences on "The War At Home: The Media Respond," in University of Minnesota journalism school conference center, February, 2002.
- Judge for the Midwest Broadcasters Association 2002 media awards competition.
- Speaker at seminar for Danish broadcast journalists co-hosted by MN chapter of National Academy of Television Arts and Sciences and Minnesota Journalism Center. March 11, 2002.
- Hosted local downlink of Mayo Clinic National Conference on Medicine and the Media, September 20-21, 2002 in University of Minnesota journalism school conference center.
- Presentation to Society of Professional Journalists Student Chapter on October 3, 2002, regarding health and medical reporting.
- Delivered SJMC New Media Research Breakfast presentation on October 7, 2002 on consumer health online decision support tools.
- Spoke to student group at St. Cloud State University on January 28, 2003 on health journalism.
- Spoke to student group at Macalester College for the Howard Hughes Medical Institute science program on April 22, 2003.
- Planned and moderated a Minnesota Journalism Center event, "Covering Health Care Reform in 2004: Costs, Quality and the Uninsured." November 11, 2003.
- Spoke to Medical Alley marketing seminar on "Ethics in Medical Marketing," January 29, 2004. (Medical Alley is a non-profit trade association for Minnesota's health care industry.)
- Spoke with Minnesota Department of Health Media Advocacy Network about my research on health journalism on May 25, 2004.
- Panelist at Minnesota Public Health Association annual meeting, June 23, 2004. "How to understand the mind of the journalist."
- Spoke to St. Louis Park Rotary Club with presentation, "All the Wrong Stuff," about local TV health/medical news coverage. April 11, 2005.

- Moderated panel discussion for Minnesota Public Health Association workshop, “Value Systems, Science and Reproductive Health Care,” October 5, 2005. Minneapolis.
- Member of the Pandemic Influenza Ethics Work Group, a statewide collaboration convened by the Minnesota Center for Health Care Ethics to address ethical issues in pandemic influenza preparation and response. December 2005 to present.
- Panelist for 25th session of Minnesota Health Care Roundtable, April 19, 2006. Topic: “Health care marketing: appropriate standards for diverse initiatives.”
- Spoke to the Midwest Journalism Conference in Bloomington on March 24, 2007, presenting data from 11 months of operation of <http://www.HealthNewsReview.org>.
- Spoke to the Association of American University Women in Minneapolis on March 26, 2007. Talk was entitled, “When Health Care News Hurts More Than Helps.”
- Speaker, Jewish Community Center of the Greater St. Paul Area on April 7, 2008. "Misplaced priorities in health news coverage."
- Member of Minnesota Department of Health consumer engagement advisory group that contributed to a report to the Minnesota Legislature, “Strategies to Engage Consumers About Health Care Cost & Quality.” 2009
- Member of Steering Committee of the Minnesota Shared Decision-Making Collaborative. 2009-ongoing.
- Spoke to Dakota Diabetes Coalition via conference call about HealthNewsReview.org, January 2010.
- Spoke to Minneapolis-University Rotary Club, February 2010.
- Spoke to regional office of American Cancer Society political affairs staff, July 2010 about HealthNewsReview.org and news impact on public attitudes and policy.

4. News stories about my research/news interviews

Specific stories available upon request. I’ve been interviewed for, quoted in, or had my work cited in more than 500 stories in the past 10 years, including in:

- *Minneapolis Star Tribune*
- *Associated Press*
- *St. Paul Pioneer Press*
- *Poynter Online: Jim Romenesko’s Media News*
- *Spokane Spokesman-Review.com Health Beat*,

- *Editor & Publisher.com*
- Twin Cities Public Television *Almanac* program
- *St. Louis Journalism Review*
- *San Francisco Chronicle* story
- *Toronto Globe and Mail*
- *Seattle Times*
- National Public Radio “On the Media” program.
- *U.S. News & World Report*
 - *Minnesota Public Radio*
 - *Milwaukee Magazine*
- CBS Public Eye
- *Quill*
- KQED radio in San Francisco
- KPBS radio in San Diego
- *The Cancer Letter*
- *New Scientist* magazine
- “The Numbers Guy” column in the *Wall Street Journal*
- *Seattle Post-Intelligencer*
- Bloomberg News
- Slate magazine
- MSNBC.com story
- *The Guardian* (UK)
- The Health Care Blog
- MinnPost.com
- the Association of Health Care Journalists' website and newsletter
- the Century Foundation's Health Beat Blog
- MedPageToday.com
- Science Daily
- Sacramento Bee
- New Hampshire Public Radio's "Word of Mouth" program
- *St. Petersburg Times*
- Center for Media & Democracy's PRWatch.org website
- The Daily Kos website
- Columbia Journalism Review
- Indiana Public Radio
- Oncology Times.
- Center for American Progress website.
- USC Annenberg School for Communication Reporting on Health website
- *St. Louis Post-Dispatch*
- The Daily Beast website.
- *New York Post*
- Canadian Broadcasting Corporation
- BoingBoing.net website
- Boston Health News blog
- American Cancer Society blog
- *Psychiatric News*

- MDiTV.com
- *Chicago Tribune*
- *New York Times*
- *Los Angeles Times*
- American Health Line's AHLAlerts blog
- *Women* magazine
- *Florida Times-Union*
- CNN.com
- MedCity News
- PoliticsDaily.com
- StinkyJournalism.org
- NPR.org
- Discovery News

5. Grants, honors and awards

Grants and funding awards

Bush Foundation grant for the enhancement of student learning through innovative teaching and technology strategies, November 2001.

University of Minnesota Consortium on Law and Values in Health, Environment & the Life Sciences Faculty Award, April 2002.

American Press Institute fellowship award to attend API's Digital Story Master Class seminar, May 19 - 23, 2002, in Reston, Virginia..

University of Minnesota Faculty Summer Research Fellowship, Summer 2002.

College of Liberal Arts Undergraduate Research Partnership Program, with student Boa Lee. January 2003.

Broadcast Education Association New Faculty Research Grant. April 2003.

Bush Early Career Teaching Program. January 2004.

Grant-in-Aid of Research, Artistry, and Scholarship from the Graduate School effective January 1, 2004 through June 30, 2005.

University of Minnesota Faculty Summer Research Fellowship, Summer 2005.

Foundation for Informed Medical Decision Making for development of
HealthNewsReview.org and daily management August 2005 - present

Kaiser Family Foundation - research and write report on “State of US health journalism.” 2008.

Selected professional honors and awards

Wisconsin UPI award for best documentary for report on emergency medical services airing on WTMJ, Milwaukee.	1973
American Heart Association Howard W. Blakeslee Award for series of reports on cardiovascular research airing on WFAA, Dallas.	1977
CLIO award winner for American Heart Association public service announcement.	1981
National Alliance for the Mentally Ill Media Excellence Award for "Peace of Mind," a documentary on schizophrenia airing on CNN.	1988
National Association of Science Writers Science-In-Society Award and American Heart Association Howard W. Blakeslee Award for "Managing A Miracle," a documentary on issues in organ transplantation airing on CNN.	1989
American Medical Writers Association, New England chapter, award of excellence, for "The Magical Medical Tour" article in the Journal of the American Medical Association.	1993
World Wide Web Health Gold Award from the Health Information Resource Center for health promotion, disease and injury prevention information on MayoClinic.com.	2000
e-Healthcare Leadership Awards, Gold Award for MayoClinic.com as best overall site and as best health/healthcare content.	2001
Kanter Family Foundation award for “exemplary journalistic work that fosters knowledge about the benefits of collecting and standardizing data on health outcomes.” (Award announcement online at: http://healthlegacy.org/news/103001.htm)	2001
Award for Excellence in Health Care Journalism, Association of Health Care Journalists (third place out of more than 100 entries in “Trade publications, Online journals, Newsletters” category) for my entry “Troubles with TV Health News.”	2006
Knight-Batten Award for Innovations in Journalism for developing the http://www.HealthNewsReview.org website. The Knight-Batten Awards spotlight the creative use of new information ideas and technologies to involve citizens in public issues. They are administered by J-Lab: The Institute for Interactive Journalism at the University of Maryland	2006

e-Healthcare Leadership Award for HealthNewsReview.org – best community benefit
2006

Winner of a Mirror Award, which “honors the reporters, editors and teams of writers who hold a mirror to their own industry for the public's benefit.” Hosted by the S.I.Newhouse School of Public Communications at Syracuse University.
2007

Named as a 2008 Ethics Fellow of the Poynter Institute. Fellows represent a diverse group of hard-working journalists from print, broadcast and online newsrooms across the United States. They were nominated by Poynter faculty, staff and former Ethics Fellows. They were each selected for their dedication to ethical journalism in a time of dramatic changes in the industry.
2008

My blog was voted 2009 Best Medical Weblog in competition on Medgadget.com.